

**My prospect:** My prospect is a personal injury law firm and they are doing pretty good financially and they are at the top of SEO when you search for personal injury lawyers in their area. They are located in 3 states. And get about 10-20 calls a day. I want to get them at least 50 calls a day. They are pretty much getting all their calls from google and I want to expand them over to social media as well.

**Who am I writing to?** The avatar I have created is Tom who is 58 years old, drives a toyota corolla, and works as an electrician.

**Where is he now?** has been in a car accident and it wasn't his fault. Some person on drugs rear ended him at a stop light. He is currently wondering if he should get a lawyer or not because hes dealing with some back pain and he has high medical bills and insurance rates have gone up .

**Where do I want him to go?** I want Tom to contact the law firm so we can hear his situation and potentially turn it into a case.

**What steps does he need to take?** The actions he needs to take is he needs to be aware of our firm and either dial our number or contact us through the website plus they need to know we are reliable and experts at what we do.

**My conclusion:** What I have come to for a conclusion is to run a FB ad for my lawyer to get Tom to see it and become interested and instead of trying to sell something like contact I just want to sell the click, so I have created a free guide that Tom will get. The goal of the FB ad is to have Tom wanting to learn more about the guide so he clicks, which will take him to the opt in page that I have also included. From there Tom will enter his email and get the free guide. Basically the goal is we now have his contact information and can start sending email campaigns.

Here is the FB AD I have written:

For the media I didn't want it to be too much noise to scare away the reader but I also want to make sure it gets attention, I used colors similar to the colors of the law firm which are blue and I know it's a pretty generic color, but having a yellow or something wouldn't make sense for him. Please let me know if the media is enough to get attention. I am currently discussing with him about the possibilities to do a video of him actually talking into the camera because I assume that would get more people to stop scrolling. I used canva to create this. Also should I add some music to the media or is that a bad idea? Curious if that would help to stop the scroll.

FB AD: Media:

[https://www.canva.com/design/DAF1SdvgWdg/LoV4gDO\\_TLIXOooOqXy0Ew/edit?utm\\_content=DAF1SdvgWdg&utm\\_campaign=designshare&utm\\_medium=link2&utm\\_source=sharebutton](https://www.canva.com/design/DAF1SdvgWdg/LoV4gDO_TLIXOooOqXy0Ew/edit?utm_content=DAF1SdvgWdg&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)

## Car Accidents Can Be Life-Changing...

If you or a loved one have been unfortunate enough to be involved in an accident.

We will fight for you!



Introducing Stephen Law Group: Your Advocates for Justice

Why Choose Us?

Just take a look at our track record 📢 it speaks for itself.

- **Experience:** Over 25 years of dedicated service.
- **Results:** \$10M+ successfully settled for our clients.
- **Client's Love Us:** 180+ Five-Star Google Reviews.



**Testimonial:**

"I was in an accident and I contacted Stephen Law Group. I was thrilled with the result, not only did I receive way more than I thought I would, but I walked away knowing I have a full team of attorneys ready to support me in any challenge I face going forward. They made me feel like family" ★★★★★ -Sandra G.


Don't settle for cheap insurance offers, when we can get you outstanding results! Enough for you to easily pay off your medical bills.

Reputations Here Are Earned, Not Given.

And Stephen Law Group has rightfully earned its reputation with over 180+ positive reviews.



A team of dedicated legal professionals assigned to each specific case, and available day and night 24/7. That's the Stephen Law Group Difference.

 Contact us NOW for your FREE Case Evaluation!

^That includes the media of the ad which I made on canva and the text would be the caption for the ad.

I want the media and headline to grab attention and get Tom to stop scrolling.

I want the caption to compel tom that our law firm has experience and gets great results by using a testimonial in the caption.

The thing I think might be a weakness is that it might be slightly boring to the reader. Perhaps I should add more excitement. And possibly too long although my original version was a lot longer and I have made it more concise.

I tried to use the pain angle by saying “if you or a loved one have been invloved in a terrible accident” And then relieve their pain by saying we will fight for you!

I used some confidence language because as a lawyer you need to show confidence to get people to trust you.

I made it easy for Tom to call by putting down the number and saying Free consultation!

So my biggest weakness and question is, is this enough to grab Tom's attention and also is it intriguing enough to get him to keep reading? And then is it compelling enough to get him to call?

Thanks!

Rumble link:

<https://rumble.com/v40ba05-100-pushups-submission.html>